**STEP ONE: DEMOGRAPHIC ANALYSIS**

You need to find an appropriate market.   Your first job is to determine the **demographics** (age, income, marital status, gender, etc.) of your school.  This information gives you an overall view of the students in your school.  Calculate the percentages and record your findings using the necessary headings.  Your school office should be able to provide you with most of this information.

**STEP TWO: PSYCHOGRAPHIC ANALYSIS**

Now prepare a **psychographic** analysis of your school.  Consider the various people in your school and  break them into segments based upon their attitudes, beliefs, wants, and needs. You have to think very carefully about all the different groups of people who make up your student body. Decide as a group on how many fragments or segmentations of students exist in your school.

For example, you may use such headings as the egoists, the doers, the bookies, etc.  Give each segment cluster a name.

Now describe each cluster by identifying the attitudes, beliefs, wants, and needs of each segment group.  You cannot invent this information.  Every attempt should be made to accurately reflect each segment.

How could you go about gathering the information for your psychographic analysis?  You could:

* interview students in your school
* develop questions and surveys and perhaps administer them through a regular class such as an English or Psychology class
* interview teachers, administrators and guidance councilors

Discuss the methods you used to complete the psychographic analysis.